

(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] JANUARY 2024

Paper Code: BBA-303

Subject: Business Policy and Strategy

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Briefly explain the need and importance of Environmental scanning. List the external environmental variables that affect the strategies of an organisation.
- Q2 Discuss strategic management process in detail with diagram? Explain some of the limitations of strategic planning in detail? Also discuss how these limitations can be avoided.
- Q3 Discuss the nature, scope and importance of strategic management? How does it differs from business policy?
- Q4 Explain the applicability of SWOT analysis and BCG matrix? Illustrate your answer with suitable examples.
- Q5 What is value chain approach to Internal analysis? What are the various methods used by company to diagnose and analyse corporate capabilities of an organisation?
- Q6 Explain the nature and importance of matrix and PIMS model in strategic management. Discuss its advantages and disadvantages over other models.
- Q7 What do you mean by leadership and explain how it is important in managing the corporate culture? How is the corporate culture and strategy compatibility assessed?
- Q8 Write short note on:-  
(a) Directional policy matrix  
(b) ETOP a diagnosis tool.  
(c) Stop light strategy model

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